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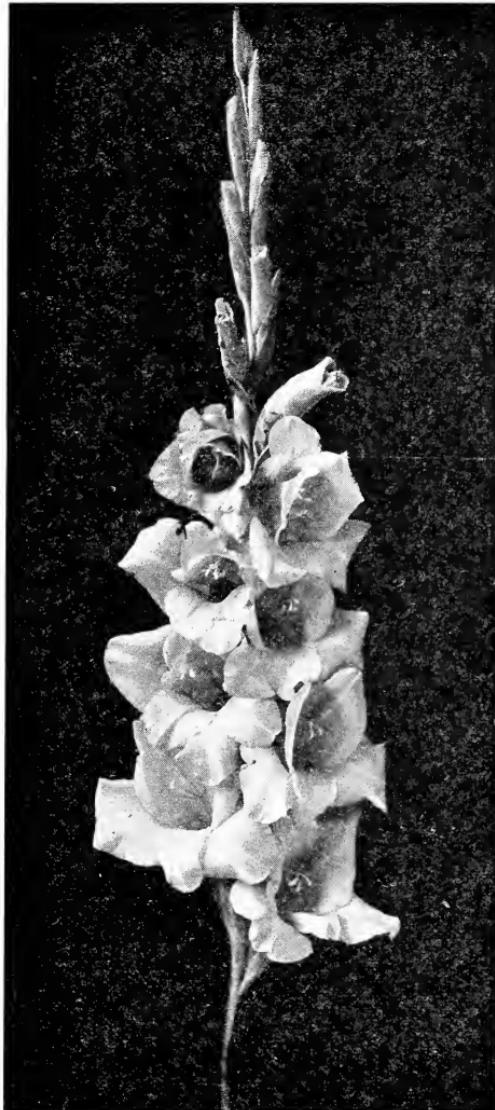
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MAR 22 1924

# The East Hartford Gladiolus Co.

E. M. SMITH, President and Manager.  
65 Olmsted St., East Hartford, Conn.

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*"SAY IT WITH GLADIOLUS"*

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# GREETINGS

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## "Say It With Gladiolus"

A BULB OF OURS WILL MAKE GOOD FLOWERS.

All the bulbs we send out are of blooming size.

We grow nearly all the bulbs we sell and can recommend the goods we send out to be first class.

The prices in this catalogue cancel those of previous lists and are good for season of 1924 only.

We will prepay carriage on all retail orders of \$1.00 and over accompanied by the cash for the full amount of the order.

Add ten cents to all orders of less than one dollar.

Order early; many wait and are disappointed. Many varieties become sold out. Do not wait.

Be sure and write name and address plain so there can be no mistake in shipping.

**TERMS**—Cash with orders or in advance of shipment. No shipments sent C. O. D.

Do you know that you are welcome to visit the garden any day in the week? You do not have to buy, just come and ENJOY THE FLOWERS. We will be pleased to meet you.

OUR APPROACH IS STATION 15, BURNSIDE AVENUE, BRAGG STREET.

Phone Laurel 592

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### Named Varieties of Gladiolus

**ALICE TIPLADY**—A grand, large Prim of the most beautiful orange saffron color. 20c each; \$2.00 dozen;

**AMERICA**—Gigantic flowers of lavender-pink. 5c each; 50c dozen; \$2.00 100.

**ARLON**—Very large wide petaled flowers of light salmon, grand red throat with deeper central lines. Prim. 25 cents each.

**BARON HULOT**—Velvety purple with small yellow line. 10 cents each; \$1.00 dozen; \$6.00 100.

**BERTREX**—Soft, creamy-white of a very fine texture. 10 cents each; \$1.00 dozen.

**BYRON L. SMITH**—Very refined lavender-pink on white ground. Fine as a cut flower. 35 cents each.

**BUTTERBOY**—An extra tall, strong Prim. Large buttercup, yellow flowers. \$1.00 each.

**BLACK JOE**—A very dark, rich glowing crimson. A fine, self-colored variety. 20 cents each.

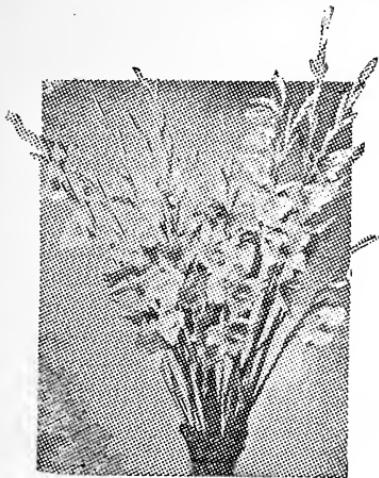
**CARMINE SYLVIA**—Pure snow-white, throat slightly penciled lilac, almost self. 35 cents each.

**CALVIN COOLIDGE**—A seedling we introduced in 1921. A strong, robust grower, with many mammoth flowers open at one time. Color, pure white with a creamy center; this shade adding much to beauty of the flower. \$1.00 each; \$10 doz.; \$80 100.

**EVELYN KIRTLAND**—Lustrous rose-pink with delicate shading of lighter pink. Very tall, graceful spike. 10 cents each; \$1.00 dozen; \$6.00 100.

**EMPEROR OF INDIA**—Rich, dark maroon; almost black. 10 cents each; \$1.00 dozen.

**GOLD**—Pure golden yellow, throat a shade deeper, slightly dotted and



streaked, almost self-color. Large flowers, many open at one time and perfectly placed. We consider Gold the best and most valuable yellow. \$1.00 each; \$10.00 dozen.

**GOLDEN GLOW**—Pure lemon yellow, throat flushed purple. Flowers of good size and many open at one time. 20 cents each; \$2.00 dozen; \$15.00 per 100.

**GOLDEN GATE**—Tall, vigorous. A large showy yellow. 25 cents each; \$2.50 dozen.

**GOLDEN KING**—Golden yellow, with vivid crimson blotch. 10 cents each; \$1.00 dozen.

**GRETCHEN ZANG**—Exquisite rose-pink blending into a deep salmon blotch in lower petals. 10 cents ea.; \$1.00 dozen.

**HALLEY**—Large open flowers, of a bright salmon pink, extra early. 5 cents each; 50 cents dozen; \$2.00 per 100..

**HERADA**—Clear glistening mauve. Extra large flowers. .15 cents each; \$1.50 dozen.

**JENNY LIND**—Pure, soft apricot pink throat pale yellow, the two colors blending to perfection. 75 cents ea.

**LILYWHITE**—A fine florist white. 25 cents each; \$2.50 dozen; \$20.00 100.

**MARY PICKFORD**—Beautiful creamy white, soft sulphur-yellow throat. 35 cents each.

**MRS. DR. NORTON**—A pure, soft white, with tips of petals suffused La France pink. Very beautiful. 35 cents each; \$3.50 dozen.

**MRS. FRANK PENDLETON**—Bright rose-pink on a pure white ground. A giant blotch of richest carmine red on lower petals. 10 cents each; \$1.00 dozen.

**MRS. O. W. HALLADAY**—Delicate, soft silky pink with creamy blotch. 10 cents each; \$1.00 dozen.

**MARIE KUNDERD**—A wonderful flower; of purest white with an almost invisible soft pink line in center of lower petals. Grandest of all whites. \$4.00 each.

**MONA LISA**—A magnificent almost self color; of palest soft rose pink, or blushed white, 40 cents ea.; \$4.00 dozen.

**MYRA**—A new and giant flowered Prim. Hybrid. Deep salmon over yellow ground. Tall, slender stem. 35 cents each; \$3.50 dozen.

**ORANGE GLORY**—Large ruffled flowers, orange colored, with beautiful lighter throat. 35 cents each; \$3.50 dozen.

**PURPLE GLORY**—Deepest velvety maroon red, with almost black blotches, like burned into the petals. Beautifully ruffled. \$1.00 each.

**POLLYANNA**—Clear, rich golden yellow, almost self. Blooms medium size. Fine wavy petals. 50 cents each; \$5.00 dozen.

**ROANOKE**—Vigorous and large, rich Prim. 5 cents each; 50 cents doz.; \$3.50 per hundred.

**ROSE GLORY**—A very large and beautifully ruffled variety. Purest rose-pink color. Deeper in the throat. 50 cents each.

**ROSE ASH**—Corinthian red shading into Ashes of Roses color on the outer edges. Lower petals light yellow speckled with ruby. 50 cents each; \$5.00 dozen.

**SPLENDORRA**—Splendid, very dark wine-black. 30 cents each.

**SALMON BEAUTY**—Very large flowered Prim, deep salmon, rich salmon-yellow throat. 25 cents each; \$2.50 dozen.

**SCHWABAN**—Immense flowers, sulphur-yellow, maroon blotch. 10 cents each; \$1.00 dozen; \$4.00 100.

**SCARLET PRINCEPS**—Six or more massive "Princeps" like blooms open at one time. Throat a little deeper. 40 cents each.

**TWILIGHT**—A beautifully blushed creamy buff with throat of grandest yellow and pink. 75 cents each.

**YOUELL'S FAVORITE**—Large rosy lavender pink. Ruffled. 25 cents ea. (Six of one kind at dozen rate).

## Our Special Gladiolus Mixtures

### Special Select Mixture, No. 1

This strain comprises, White, Pink, Yellow, Salmon and Purple; these are all choice, named varieties and are fine bloomers, this Collection \$3.00 per 100 prepaid.

### Select Mixture, No. 2

This strain comprises a large range of light and medium dark shades of all colors; this collection \$2.00 per 100 prepaid.

### Extra Special Collection, No. 3

This collection comprises, Red, White, Pink, Yellow and Purple. These colors will be separate, not mixed. \$4.00 per 100 prepaid.

### Special, No. 5

If you want to grow cut flowers, here is your opportunity, this is the earliest variety to bloom, a wonderful large pinkish salmon. This variety \$18.00 per 1,000, express collect.

## Cultural Directions

The Gladiolus is a flower of easy culture and does well in any soil, but should be planted in full exposure of the sun. Many of the best varieties produce small bulbs, and in buying a mixture you will find it better when the size of the bulbs varies to a considerable degree. The largest bulbs do not always give the best results. It is essential that the bulb should be of blooming age rather than size. Soil should be well prepared in the early Spring with a good coating of bone meal thoroughly worked into the soil, but fresh stable manure should never be used.

## D A H L I A S

ABBREVIATIONS—D, Decorative; P, Peony-Flowered; S, Show; C, Cactus.

**ACQUISITION**—A deep, rich royal mauve, of finely quilled form, with long, stiff stems. 25 cents each.

**ALBERT MANDA**—D—The largest flowering dahlia in cultivation. A beautiful shade of lemon and pink, varying according to exposure and situation. Plants strong, with long stiff stems supporting flowers nearly a foot in diameter. 50 cents each.

**ADVANCE**—C—Very large flowers of brilliant scarlet color. 35 cents ea.

**AZALEA**—D—A big bloom formed by many rows of long, narrow petals, giving it an unusually attractive as well as unique shape; the color is soft, creamy yellow, the outer rows

of petals are tinged with pink. \$1.00 each.

**AMBER GLOW**—C—A bright yellow, deepening to pale orange at the center. The petals are long, narrow and straight. \$2.50 each.

**BERTHA PAULDING**—P—The largest rose-pink, to our knowledge. \$1.50 each.

**BIANCA**—C—New Holland introduction, color a delicate, pink-lavender, carried erect on stout stems. 75 cents each.

**BLACK PEARL**—P—This is the famous BLACK PEARL, originated by Pa Fenton of California. It is of the

deepest maroon red, almost a black, has wonderful form, with long stiff stems. \$2.00 each.

**BALLET GIRL**—C—A flower difficult to describe; it is sometimes orange with a white edge, then again, a white shading to orange, or white-edged orange, and at times pure orange; All blooms are very beautiful and attract the attention and admiration of every visitor to the garden. Of perfect formation and a good cut flower. \$2.50 each.

**CRYSTAL**—C—White in center, passing to a deep silvery pink. 50 cents each.

**CLARA SEATON**—S—A giant flower of a beautiful, rich golden bronze, with massive quilled petals. The plant is a vigorous grower with long stiff stems, averaging two feet, which makes it a wonderful cut flower as well as a good garden decoration. 50 cents each.

**CUBAN GIANT**—S—Rich, bright maroon; large free blooming; long stiff stems. 25 cents each.

**DARLENE**—D—An exquisite shade of live, shell-pink with a dainty blending of white at center. 75 cents ea.

**DR. PEARY**—P—Dark velvet mahogany red, the darkest of all. 75 cents each.

**DOROTHY PEACOCK**—S—Beautiful clear, live, pink, good stems. 25 cents each.

**DIANA**—P—A gigantic, attractive flower of very fine form; color, crimson, with violet reflection; good stiff stems; one of the best of the recent introductions. 50 cents each.

**DAKOTA**—D—An extraordinary exhibition flower, as impressive in the garden as in the exhibition rooms; enormous flowers, standing erect on strong, stout stems, facing the gardens boldly. The color may be described as being the shade of flame. It is a powerful flower, distinct and a prize winner. Very free bloomer. \$3.50 each.

**DREAM**—P—A peculiar shade of peach pink with an amber like glow. Attractively formed perfect flower of great beauty, held erect high above the foliage on long, strong stems. 75 cents each.



**DELICE**—D—The finest and brightest pink Decorative Dahlia in existence. Flowers are of good size, standing well above the foliage. A charming bright pink, suffused with lavender-pink. 25 cents each.

**EDITH CARTER**—C—A very finely formed cactus dahlia of great beauty. Color, clear yellow, heavily tipped bright carmine. A profuse bloomer. 50 cents each.

**FRAU G. SCHIFF**—D—Unique blending of apricot, yellow and orange. Not an exceptionally tall grower, but bears large flowers on stiff stems. The foliage is dark green but small compared to size of the flower. Fine as a cut flower and a garden decoration. \$1.00 each...

**GLORY OF NEW HAVEN**—D—Seedling of the well-known Mildred-Slocumbe, with fine, large, massive flowers of clear lavender pink. \$1.50 each.

**GEISHA**—P—Of strong growth with the rich-colored flowers standing well above the foliage. Gorgeous combination of scarlet and gold, the center being yellow, which becomes suffused with and deepens to scarlet at the center of the peculiarly twisted and curled petals, shading off lighter at the edges. \$1.00 each.

**GOLDEN WEST**—S—One of the finest and most distinctive yellow Dahlias. The petals are deeply serrated giving the flower a fluffy appearance, which is most attractive. 25 cents each.

**HARTFORD**—P—The New Fragrant Peony-Flowered, Dahlia. One of the

most beautiful shades we have seen in dahlias. An exquisite rose-pink, with slight tints of yellow at the base of the petals. Flowers of good size, and produced abundantly upon graceful stems, making it very desireable. For the home garden or house decorations its colors are very beautiful. This new dahlia is of our own creation and we take pleasure in recommending it. Very fragrant. **75 cents each.**

**HAZEL JOHNSON**—C—This is our sencond season with this most wonderfull Cactus Dahlia; it is of the darkest wine red, nearly black, its fine petals all turn toward the center in a mass form, giving it a most wonderful appearance; it is a large flower, on good long, strong stems. It is a free bloomer and the flowers keep well, in water; the flowers are very attractive and are most "Gorgeous" under artificial light. This is one of Pa Fenton's. **\$10.00 each.**

**JOHN RIDING**—C—Deep crimson. Large flowers with long slim petals. **75 cents each.**

**JAMES C. GILL**—P—A gigantic, new peony-decorative dahlia carried high on long, stout stems. The petals are massive and form a flower of great substance, which is of a very rich golden-orange, more or less constantly penciled and suffused with scarlet. Good, sturdy plant; free flowering. **\$1.00 each.**

**JUDGE MAREAN**—D—Very large flower of perfect type and of a color most difficult to describe. There is a riot of color, ever changing as the flower ages, but of shades that all blend most beautifully. There is glowing salmon pink, red, irridescent orange and pure gold. It is a most profuse bloomer; the flowers stand on long straight, strong stem. **\$4.00 each.**

**JANE SELBY**—D—A California variety. The flowers are of gigantic size, as large as any dahlia we have grown and are perfect in shape, full to the center and of true Decorative type. A beautiful mauve-pink; a live but delicate shade. **\$.1.00 each.**

**MADONNA**—D—An unusually attractive flower of silvery white, sometimes having just the faintest suggestion of pinkish-lavender, but gen-

erally pure white. The flowers are often over 8 inches in diameter with waxy and reflexed petals. The plant is a very fine bushy specimen, with an abundance of blooms on perfectly erect, stiff stems of good length. **75 cents each.**

**MARIE STUDHOLME**—P—Delicate, bright mauve-pink, shaded with a glistening ivory sheen. **25 cents ea.**

**MARGUERITE BOUCHON**—C—A beautiful shade of brilliant yet soft rose with a very large white center and distinctly defined white tips. This is one of the most beautiful cactus dahlias. **75 cents each.**

**MILLIONAIRE**—D—Gold Medal Dahlia of daintiest colorings. Most delicate lavender with a faint pink cast overshading it. The immense flowers, of unusual depth, stands erect on its stems. This is one of the largest Dahlias grown. **\$1.00 each.**

**MT. SHASTA**—C—A very light shell pink, hybrid cactus with slightly deeper shadings of pink through the petals and a faint tinge of yellow towards the center. A good bloomer and very attractive. **\$2.00 each**

**MARY C. BURNS**—D—Very large flower of the beautiful two-toned coloring. A sensational Dahlia. The outside of the petals are of old gold and the reverse a dull red. **\$2.50 ea.**

**MEYERBEER**—P—One of the very latest. Indispensible for garden effect, exhibition and cut-flowers. A beautiful crimson purple. Always in great demand. **75 cents each.**

**MRS. JESSIE SEAL**—P—The largest flower of its coloring, which is a magnificent old rose with golden shadings. This most lovely flower has given great pleasure and is one of the most popular varieties thruout the entire country. **50 cents ea.**

**MRS. CARL SALBACH**—D—One of the most successful prize winning Dahlias. An immense bloom of a lovely mauve or marshmallow pink, shading lighter to the center and every petal outlined in deep mauve. **\$2.00 each.**

**M. PHILLIPS**—C—The blooms are perfectly globular in shape, the pure white florets incurving, twisting and interlacing. **\$.1.00 each.**

**PURITY**—D—An extra good, if not the best white decorative. **25 cents each.**

**POLAR STAR**—P—Pure glistening white flowers on extra long stems; petals long and narrow. **75 cents each.**

**PRIDE OF CALIFORNIA**—D—One of the best of recent California productions, having great massive flowers of very full formation. Color, bright crimson scarlet. **75 cents each.**

**PIERROT**—C—A unique and striking novelty, in color, of unusual grace and refinement of form, being composed of very long, tubular narrow petals, of deep amber or orange—buff color. Occasionally showing white tips. **.50 cents each.**

**QUEEN WILHELMINA**—P—An immense, fluffy flower of pure glistening white, showing its beautiful golden yellow center. Blooms produced upon long, graceful stems. **25 cents each.**

**RICHARD BOX**—C—This variety will flower early and maintains a steady average of flowers. They are of fine form, with long, incurving petals; color a pleasing shade of soft lemon yellow; excellent in every respect; a fine garden and exhibition variety. **50 cents each.**

**RUTH C. GLEADELL**—C—One of our most popular Dahlias. Soft yel-

low, shading to apricot and bronze on the outer petals. The large flower is held erect on a strong stem far above the foliage. **75 cents each.**

**SYBIL FENTON**—D—Pa Fenton considered this Dahlia the finest pink Decorative that had ever been produced; the wonderful, glistening flowers, having such marvelous beauty, he named it after his daughter. Its mammoth flowers are held on long, stout stems. **\$5.00 each.**

**THAIS**—C—This dahlia should be in every collection, where cut flowers are wanted; it is a dwarf grower, is always covered with wonderful white, mauve tinted, dainty flowers on good long stems. **.35 cents each.**

**YVONNE CAYEUX**—C—Immaculate white. **25 cents each.**

We carry a large number of the more common Dahlias which we do not catalogue. These we will send out if wanted, no two alike, our selection, **\$1.00 per dozen** prepaid.

A fine collection, no two alike, our selection, to contain Show, Cactus, Decorative and Peony-Flowered, not labeled, **\$2.00 per dozen** prepaid.

An extra fine collection to contain, Show, Cactus, Decorative and Peony-Flowered, no two alike, all labeled, **\$3.00 per dozen** prepaid.

**TIME OF PLANTING.** The time of planting Dahlias varies according to the locality; whether your spot is sheltered or open.

Plant bulbs in hills or drills, laying flat down, six inches deep. Do not stand bulbs on end.

By planting the bulb first, then covering an inch or so with soil, and applying your fertilizer, your plant receives the entire benefit of the dressing. The dressing is above the bulb and every rain carries the food down to the roots.

**CULTIVATION.** Cultivation is the principal requirement of the Dahlia; the most important of all operations to insure success. Keep the soil well cultivated and free from weeds; never allow the soil to crust.

**SIZE OF BULBS.** The size of the bulbs or tuber does not in any way designate the size or quality of the flowers. Some varieties of Dahlias always produce very small bulbs, while other varieties make large ones. Do not consider small bulbs worthless, for they are equally as good, and in many cases better than the large ones.

All lovers of flowers wish to become better acquainted with the Gladioli. The Flower Grower is your guide; touches all points for the Professional and Amateur. Subscription price, one year \$1.50; three years, \$3.50. Madison Cooper, Editor, Calcium, New York.

